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United States Department of Agriculture

Summary of Exhibit

MARKETING WOODLAND PRODUCTS

As timber products increase in value, farm owners will desire to make their woodlands a regular income-producing part of the farm and will study the best methods of marketing.

Lack of familiarity with the estimating and selling of timber usually puts woodland owners at a disadvantage, and the resultant loss is, in the aggregate, very large. In order to guard against this loss the farm owner should inform himself about the different kinds and grades of timber products, the method of estimating and measuring them, of ascertaining their value, methods of selling, and the current market prices - especially in regard to the amount and real value of his standing timber and the location of good and easily accessible markets.

Selling timber by sizes and grades, when these are defined in the contract, often results in large money returns, yet this method is advisable only after the owner has made a careful estimate of the amount and quality of the standing timber.

The exhibit, MARKETING WOODLAND PRODUCTS, which is in the form of a booth, 13 feet wide by 8 feet deep, gives some pertinent suggestions both for measuring timber and for marketing products, in an effective and interesting way. A figure placed conspicuously in the foreground gives the visitor an idea as to how a simple device for measuring the height of trees is used. The measuring device itself is shown also, with a concise explanation of its use. Each suggestion for management and marketing is emphasized in a striking way.

Further information and suggestions that will enable woodland owners to market their woodland products at fair prices, may be obtained from Farmers' Bulletins 1210 and 1117 of the U. S. Department of Agriculture.

